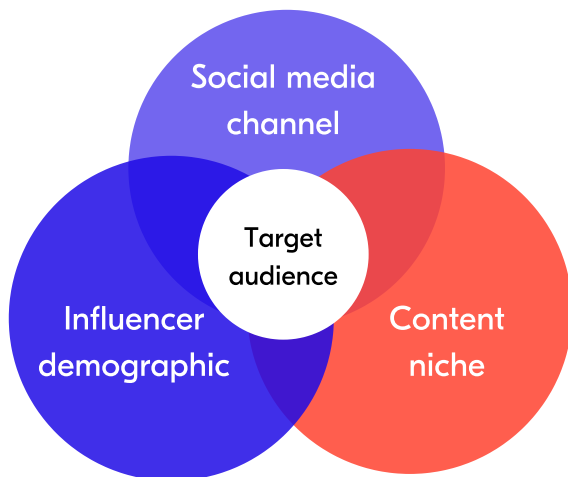


# THE ESSENTIAL CHEAT SHEET FOR CHOOSING THE RIGHT INFLUENCERS

## INFLUENCER AUDIENCE

Make sure your influencers' audience matches your target audience!



## INFLUENCER PERFORMANCE

Data is key!

Check the influencer's authenticity and KPIs!



Analyze the influencer's community size.



Check their percentage of 'real' followers.



Evaluate their engagement rate, likes, comments etc.



Influencers with smaller, niche audiences often have the highest overall engagement rate!

### NANO & MICRO

Audience size: 1K - 15K

Best for:

- \_Niche audience reach
- \_High engagement rates

### CUSTOMER ADVOCATE

Audience size: Varies

Best for:

- \_Genuine brand affinity
- \_Authentic content creation

### KEY OPINION LEADERS

Audience size: 5K - 500K

Best for:

- \_Credibility
- \_Specialist industry insight

### RISING

Audience size: 100K - 500K

Best for:

- \_Mass appeal
- \_Content creation expertise

### MEGA

Audience size: 500K+

Best for:

- \_Wide audience reach
- \_Mass appeal

### CELEBRITY

Audience size: 1M+

Best for:

- \_Global reach
- \_Positive reputation